Chain: 020801XX

*** 09/23/96 Thru 12/22/96 *** Total Stores: 118

FULL PRICE	Cartons	SOM
MARLBORO	118265.0	36.5%
NEWPORT	21095.0	6.5%
MERIT	19470.0	6.0%
PARLIAMENT	19432.0	6.0%
VIRGINIA SLI	16578.0	5.1%
SALEM	14693.0	4.5%
Other	98674.0	30.5%
Total	308207.0	95.1%

BRANDED SAVINGS	Cartons	SOM
BASIC	4911.4	1.5%
VICEROY (G)	2454.0	0.8%
CAMBRIDGE	1810.0	0.6%
Other	6413.5	2.0%
Total	15588.9	4.8%

PL/BLK & WHT	Cartons	SOM
DIRECTORS CH	-1.0	
Total	-1.0	

** Qtr 3 - 1996 ** Total Stores: 119

FULL PRICE	Cartons	SOM
MARLBORO	119575.0	34.0%
NEWPORT	22180.0	6.3%
MERIT	22115.0	6.3%
PARLIAMENT	21431.0	6.1%
VIRGINIA SLI	18316.0	5.2%
SALEM	17746.0	5.0%
Other	112843.0	32.1%
Total	334206.0	94.9%
BRANDED SAVINGS		
BASIC	5961.0	1.7%
VICEROY (G)	2836.0	0.8%
DORAL	2378.5	0.7%
Other	6431.0	1.8%
Total	17606.5	5.0%
PL/BLK & WHT		
No data avail		

** Qtr 2 - 1996 ** Total Stores: 131

FULL PRICE	Cartons	SOM
MARLBORO	144624.0	35.5%
NEWPORT	25613.0	6.3%
PARLIAMENT	24702.0	6.1%
MERIT	23418.0	5.7%
VIRGINIA SLI	20495.0	5.0%
SALEM	19387.0	4.8%
Other	128955.0	31.6%
Total	387194.0	94.9%
BRANDED SAVINGS		
BASIC	5889.0	1.4%
VICEROY (G)	3174.0	0.8%
CAMBRIDGE	2635.0	0.6%
Other	9003.0	2.2%
Total	20701.0	5.0%
PL/BLK & WHT		
SLIM PRICE	2.0	
Total	2.0	

** Qtr 1 - 1996 ** Total Stores: 137

FULL PRICE	Cartons	SOM
MARLBORO	143064.0	34.4%
NEWPORT	27697.0	6.7%
MERIT	25669.0	6.2%
PARLIAMENT	22503.0	5.4%
VIRGINIA SLI	20710.0	5.0%
SALEM	20284.0	4.9%
Other	131026.0	31.6%
Total	390953.0	94.1%
BRANDED SAVINGS		
BASIC	7617.0	1.8%
CAMBRIDGE	3818.0	0.9%
VICEROY (G)	3234.0	0.8%
Other	9668.0	2.3%
Total	24337.0	5.8%
PL/BLK & WHT		
DIRECTORS CH	-3.0	
Total	-3.0	

** Qtr 4 - 1995 ** Total Stores: 144

FULL PRICE	Cartons	SOM
MARLBORO	132196.0	34.6%
NEWPORT	24286.0	6.4%
MERIT	23571.0	6.2%
PARLIAMENT	20700.0	5.4%
SALEM	18819.0	4.9%
VIRGINIA SLI	17728.0	4.6%
Other	121154.0	31.7%
Total	358454.0	93.8%
BRANDED SAVINGS		
BASIC	6191.0	1.6%
CAMBRIDGE	3868.0	1.0%
VICEROY (G)	2999.0	0.8%
Other	10399.0	2.7%
Total	23457.0	6.1%
PL/BLK & WHT		
No data avail		

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Chain: 020801XX

	Qtr 4 - 1995	Qtr 1 - 1996	Qtr 2 - 1996	Qtr 3 - 1996	09/23/96 Thru 12/22/96
TOTAL STORES	144	137	131	119	118
FULL PRICE					
MARLBORO	34.6%	34.4%	35.5%	34.0%	36.5%
NEWPORT	6.4%	6.7%	6.3%	6.3%	6.5%
MERIT	6.2%	6.2%	5.7%	6.3%	6.0%
PARLIAMENT	5.4%	5.4%	6.1%	6.1%	6.0%
VIRGINIA SLI	4.6%	5.0%	5.0%	5.2%	5.1%
SALEM	4.9%	4.9%	4.8%	5.0%	4.5%
Other	31.7%	31.5%	31.5%	32.0%	30.5%
TOTAL	93.8%	94.1%	94.9%	94.9%	95.1%
BRANDED SAVINGS					
BASIC	1.6%	1.8%	1.4%	1.7%	1.5%
VICEROY (G)	0.8%	0.8%	0.8%	0.8%	0.8%
CAMBRIDGE	1.0%	0.9%	0.6%	0.5%	0.6%
Other	2.7%	2.3%	2.2%	2.0%	1.9%
TOTAL	6.1%	5.8%	5.0%	5.0%	4.8%
PL/BLK & WHT					
DIRECTORS CH					
Other					
TOTAL					
Total Industry Volume					
Cartons	381911.0	415287.0	407897.0	351812.5	323794.9
Vol % Change	N/A	+8.73%	-1.77%	-13.74%	-7.96%
Industry Weekly Average					
Cartons	29371.7	31945.1	31376.6	27062.5	24907.3
Weekly Store Average					
Industry	204.01	233.17	239.51	227.41	211.07
RJR	31.29	34.84	35.16	33.26	28.81

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Chain: 020801XX

	Qtr 4 - 1995	Qtr 1 - 1996	Qtr 2 - 1996	Qtr 3 - 1996	09/23/96 Thru 12/22/96
TOTAL STORES	144	137	131	119	118
TOTAL SOM					
RJR	15.3%	14.9%	14.7%	14.6%	13.6%
PM	58.3%	58.8%	59.3%	58.8%	60.5%
BAT	12.0%	11.8%	11.6%	11.8%	11.5%
LOR	12.9%	13.4%	13.1%	13.5%	13.1%
L&M	1.3%	1.2%	1.2%	1.2%	1.2%
OTH					
FULL PRICE					
RJR	14.5%	14.3%	14.1%	14.0%	13.1%
PM	55.5%	55.8%	57.0%	56.5%	58.3%
BAT	9.8%	9.7%	9.7%	10.0%	9.7%
LOR	12.9%	13.4%	13.1%	13.5%	13.1%
L&M	1.0%	1.0%	1.0%	1.0%	1.0%
OTH					
All Cigt	93.8%	94.1%	94.9%	94.9%	95.1%
BRANDED SAVINGS					
RJR	0.8%	0.6%	0.6%	0.6%	0.5%
PM	2.8%	3.0%	2.3%	2.3%	2.2%
BAT	2.2%	2.1%	1.9%	1.8%	1.8%
LOR					
L&M	0.3%	0.2%	0.2%	0.2%	0.2%
OTH					
All Cigt	6.1%	5.8%	5.0%	5.0%	4.8%
PL/BLK & WHT					
RJR					
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt					

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